

Message Text

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ACTION EUR-12

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FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
INFO SECSTATE WASHDC 5428
AMEMBASSY PARIS
AMEMBASSY LONDON

UNCLAS BRUSSELS 04829

E.O.: 11652, N/A
TAGS: BEXP, BE
SUBJECT: COMPEC 1980 - BRUSSELS CANDIDATE FOR IMC PARIS
PROMOTION IN FY 1980.

REF: FIELD - KELLER TELECON MARCH 6, 1978 RE 1980 CCP

USDOC FOR PETER FIELD: AMEMBASSY PARIS PLEASE PASS U.S.
TRADE CENTER

1.COMPEC 1980 (COMPUTER, SMALL COMPUTER, AND PERIPHERALS
SHOW, CENTRE ROGIER, BRUSSELS, MAY 1980) APPEARS TO BE A
SUITABLE TRADE EVENT IN A FIELD IN WHICH US TECHNO-
LOGY AND INNOVATION HAVE A DISTINCT ADVANTAGE. WE
RECOMMEND SERIOUS CONSIDERATION OF COMPEC 1980 AS CLASS ONE
EVENT FOR IMC PARIS SPONSORSHIP IN FY 1980.

2.THE LOCAL MANAGERS OF A U.S. COMPUTER FIRM WHICH PARTICI-
PATED IN COMPEC '77 WERE MORE THAN SATISFIED WITH THE
RESULTS OBTAINED AND HAVE MADE ARRANGEMENTS TO PARTICIPATE
AGAIN IN MAY 1978. THIS FIRM, WHICH ALSO EXHIBITS REGULAR-
LY AT THE HANOVER FAIR, MENTIONED THAT COMPEC, FROM ITS
INCEPTION, SHOWCASEDSMALLCOMPUTERS, PERIPHERALS, AND SYS-
TEMS, WHEREAS HANOVER EMPHASIZES LARGE MAIN FRAME SYSTEMS.
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TWO FIRMS PARTICIPATING IN COMPEC '78 CITED THE PROFESSIO-
NAL QUALITY OF VISITORS TO COMPEC AND THE GOOD ATTENDANCE.
THE GENERAL PUBLIC IS NOT ENCOURAGED TO ATTEND. A BELGIAN
COMPUTER FIRM TOLD US THAT COMPEC WAS ESPECIALLY SUITED
FOR SMALL COMPANIES SEEKING BUYERS. APPROXIMATELY SEVENTY
FIRMS EXHIBITED AT COMPEC '77. BRITISH FIRMS TO DATE HAVE
BEEN HEAVILY REPRESENTED. COMPEC 1980 DATES ARE EXPECTED

TO BE APPROXIMATELY THE SAME AS THEY HAVE BEEN FOR THE
LAST TWO YEARS. I.E. MAY 9, 10, AND 11.

3. COMPEC IS ORGANIZED AND PROMOTED BY IPC PRESS LTD.,
PUBLISHERS OF "COMPUTER WEEKLY" AND "DATA PROCESSING".
ADDRESS FOR COMPEC CORRESPONDENCE IS COMPEC EUROPE, ROOM
821, DORSET HOUSE, STAMFORD STREET, LONDON SE 19LU.
TELEPHONE (01) 261.8000. CONTACTED BY TELEPHONE, MR JOHN
A. GODLEY OF IPC AGREED TO MAIL INFORMATION ON 1980 PROJEC-
TED COSTS AND PARTICIPATION DETAILS TO AMEMBASSY BRUSSELS
AND TO USDOC FOR CMM PETER FIELD.

4. PARIS TRADE CENTER MAY WISH VISIT COMPEC '78, AT CENTRE
ROGIER, 9, 10 AND 11 MAY 1978. COMPLIMENTARY TICKETS MAY
BE OBTAINED BY WRITING COMPEC EUROPE AT ABOVE LONDON
ADDRESS.

5. WE ARE MAILING COPIES OF COMPEC '77 CATALOG AND OF
COMPEC '78 PROMOTIONAL LITERATURE TO PETER FIELD. COMPEC
'78 MATERIAL WILL BE OBTAINED AND FORWARDED WHEN SHOW
OPENS.

6. IF WE ARE REQUIRED TO DELETE INTERELECTRONIC (OCTOBER
1979) FROM PROJECTED SCHEDULE OF IMC PARIS AND IF COMPEC
'80 SHOULD BE ADDED TO SCHEDULE, WE WILL HAVE TO MAKE
SUBSTANTIAL REVISION OF PRELIMINARY DRAFT 1980 CCP
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(BRUSSELS 2270).CHAMBERS

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NNN

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